



Illinois Export Assistance Programs

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Illinois Export Assistance Programs

Illinois Department of
Commerce and Community Affairs
International Business Division

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DCCA's Export Assistance Programs: Helping Illinois Companies

Ellen R. Gordon, President
Tootsie Roll Industries, Inc.

“We have been working on building up our export division. The State of Illinois has been most helpful. Illinois participates in many international exhibitions where we have exhibited Tootsie Roll products.”

Andrés Bande, CEO
Ameritech International

“The foreign offices of DCCA's International Business Division (IBD) provided Ameritech International with invaluable contacts to Eastern Europe telecommunications ministries. Contacts

with the key decision makers in Poland and Hungary contributed to our successful penetration of these emerging markets.”

Joel Koplos, Regional Sales
Manager/International Sales
Summit Industries

“Although we had some exporting experience in place, DCCA and the International Business Division served an information-giving role. They helped us in networking with domestic exporting organizations as well as organizations in Mexico. They helped us increase our awareness of trading opportunities and how to seize those opportunities.”

Dan Olsen, International Sales
Manager
Ace Hardware

“The IBD's Mexico City office helped us identify trade publications for our

advertising and assisted us with the translation of contract negotiations for the ad. The ad was so successful in generating leads over a one-year period that we didn't have to renew it.”

Dawes Garrett, Director of
International Sales/Marketing
Milk Specialties

“DCCA and the IBD helped us establish our trading position in nine countries through trade leads and inquiries as well as trade shows and missions. They've been very helpful.”

Michael J. Bays, International
Sales and Marketing Manager
Tec Incorporated

“We're doing a lot of business in Canada now thanks to the assistance we received from the IBD. Distribution in Canada has been very profitable for us.”

Kevin Taylor, Marketing
Manager
Frantz Manufacturing Co.

“DCCA and the IBD helped us get our export program off the ground. We have gone from virtually \$0 sales to Mexico to \$250,000 annually in two-and-a-half years. With DCCA's assistance, we had a very successful REPCOM show in Mexico City.”

Jeff A. Victor, General
Manager
Treatment Products Ltd.

“The best advice our company can give other companies interested in exporting is to jump in and get started. If Illinois companies were aware of the services DCCA has to offer, they would be exporting now. We have worked closely with the IBD to help implement our exporting program. Exporting now accounts for over 25 percent of our current sales.”

The Importance of Exporting

Doing business in the 1990s and into the 21st century will mean doing business in a global marketplace. The increased saturation of domestic markets and the size of the world market, which is four times larger than America's, underscore the need for local firms to investigate new markets. According to a study by the Illinois Department of Commerce and Community Affairs (DCCA) and the Center for Economic Competitiveness, SRI International and DRI/McGraw Hill, "international markets will provide the greatest opportunity for Illinois manufacturing-based industries in the 1990s." Clearly, the best way for the Illinois economy to

grow and prosper is through exports.

Today, dozens of countries in various regions around the world are opening their markets for the first time. Competition between companies - and nations - to get on the ground floor is fierce and is often played without clear rules.

While Illinois businesses have made impressive inroads in exporting,

opportunities exist for increased export activity. These include more firms becoming exporters and expanded markets for current exporters.



Identifying Export Readiness

The expansion of exports among small and midsize manufacturers is the area of greatest potential for long term sales and growth in the economy. DCCA believes that smaller firms could be exporting more than they currently do, and the IBD has a number of programs to address the special needs of small exporters.

DCCA's research shows that many midsize companies lack an understanding of their international market opportunities as well as their capability and readiness to export.

The first step in exporting is determining a firm's readiness to export. Exporting may

not be right for every business, and requirements will vary depending on market demands and competitive trading opportunities. While there is no one test for export readiness, companies interested in successfully penetrating foreign markets should give careful consideration to the following criteria:

- Is there a commitment from senior management to export?
- Does the firm possess the appropriate management structure and resources (i.e., personnel who will be responsible for international trade), and the financial capability to export?
- Does the product have a technical or price advantage that will enhance its export competitiveness?

DCCA's studies also show that the greatest export potential lies with midsize businesses in the following targeted industries:

- industrial machinery and computers
- electrical equipment
- chemicals and plastics
- transportation equipment
- medical and scientific equipment products
- food processing

Using This Brochure

This brochure has been written for the Illinois business person who is interested in exporting. To make it as useful as possible, programs, resources and services have been grouped according to levels of resource delivery compatible with export maturity: new-to-export, export-ready and new-to-market.

DCCA's International Business Division

Illinois is a national leader in providing export assistance to its business community. It was first among the states to organize a network of foreign trade offices and in providing regional export assistance centers across the state.

In 1965, DCCA's IBD was established for the purpose of providing needed export assistance to Illinois companies. Today, the IBD maintains six operations in Europe, Asia and Latin America, including its first foreign office established in 1968 in Belgium. DCCA's IBD, headquartered in Chicago, provides Illinois companies with a variety of export resources, programs and services through a three-level export infrastructure comprised of local, state and overseas assistance.

Local Export Assistance International Trade Centers

International Trade Centers (ITCs), members of the Illinois Small Business Development Center Network, provide one-on-one counseling to potential Illinois exporters. Funded by DCCA, the U.S. Small Business Administration and a local host institution, the ITCs, including two NAFTA Opportunity Centers which specialize in trade with Canada and Mexico, are strategically located throughout Illinois at:

- College of DuPage in Glen Ellyn
- Bradley University in Peoria
- Southern Illinois University at Edwardsville
- North Business and Industrial Council (NORBIC) in Chicago
- University of Illinois at Urbana-Champaign

State Export Assistance The Chicago Office

The IBD Chicago Office is staffed by trade specialists with international expertise in regional markets. They provide assistance to companies with specific needs related to doing business in Europe, Asia, Canada and Latin America. Regional marketing specialists in Chicago also coordinate a number of activities and programs to assist Illinois exporters, including international trade shows and missions, catalog shows, a trade lead program, and the Illinois Export Alliance.

Overseas Export Assistance Foreign Trade Offices

Foreign Trade Offices assist Illinois companies in their overseas marketing efforts by providing a competitive edge in pursuing export markets. Illinois Foreign

Trade Offices, listed below in order of year founded, are located in:

- Brussels, Belgium, established in 1968
- Hong Kong, established in 1973
- Tokyo, Japan, established in 1987
- Mexico City, Mexico, established in 1989
- Budapest, Hungary, established in 1990
- Warsaw, Poland, established in 1990

How DCCA's International Business Division Can Help You

To help Illinois firms compete and succeed in global markets, DCCA and the IBD have developed programs that address the demands of every phase of the export process. These programs have been designed in conjunction

with DCCA's "mixed country/product" export strategy, which has identified the large and growing global markets most open to imports. The strategy also identifies target markets with the most demand and/or potential receptivity to the products of Illinois' targeted industries. Each program is structured to help companies understand and move through the stages of the export process and levels of export maturity.

New-to-Export

Companies currently focused on domestic markets with little or no export experience.

Because of the growth and opportunities available in international trade, these firms have expressed an initial interest in exporting.



They need support and assistance to position themselves for exporting, as well as basic market intelligence and information on market opportunities.

Export-Ready

Companies ready to begin exporting.

These firms have sufficient resources to purchase material, produce the product and market their goods abroad. They have received initial training through the ITCs or other export resources and now need step-by-step assistance in the export marketplace.

New-to-Market

Companies with some export experience seeking expanded markets for their products.

These firms need specialized information related to new markets, foreign business partners, sales contacts or leads.

New-To-Export

Local Export Assistance:

International Trade Centers

International Trade Centers, located throughout the state, provide individualized assistance to potential Illinois exporters. ITCs are staffed by experienced trade specialists who can:

- Help new-to-export firms assess their export readiness and understand their foreign market potential.

- Eliminate the perceived difficulty in exporting by providing one-on-one counseling.
- Utilize international market research to evaluate key overseas opportunities.
- Supply potential exporters with an extensive collection of trade reference materials.
- Serve as liaisons to DCCA's IBD and all other federal and state export resources.

ITC Locations

Bradley University
141 North Jobst Hall
1st Floor
Peoria, Illinois 61625
Phone: 309/677-3075
Telefax: 309/677-3386

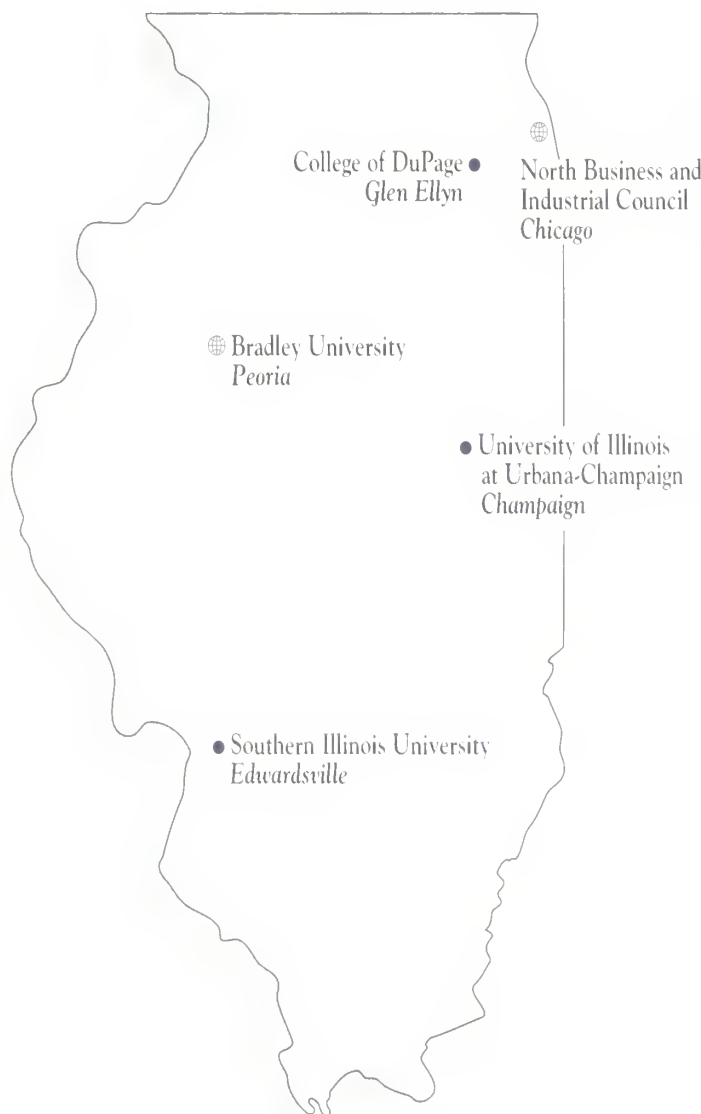
Southern Illinois University at Edwardsville
Campus Box 1107
Edwardsville, Illinois 62026
Phone: 618/692-2929
Telefax: 618/692-2647

College of DuPage
22nd and Lambert Road
Glen Ellyn, Illinois 60137
Phone: 708/942-3052
Telefax: 708/942-3789

University of Illinois at Urbana-Champaign
428 Commerce West
1206 South Sixth Street
Champaign, Illinois 61820
Phone: 217/244-1585
Telefax: 217/333-7410

North Business and Industrial Council (NORBIC)
2500 West Bradley Place
Chicago, Illinois 60618
Phone: 312/588-5137
Telefax: 312/588-0734

NAFTA Opportunity Center



Export-Ready New-to-Market

Both export-ready and new-to-market firms can access state and overseas assistance through the IBD's Chicago and Foreign Trade Offices.

State Export Assistance: International Trade Shows and Missions

Each year the IBD identifies international trade shows and missions that develop foreign sales and best serve Illinois' export strategy. Through its Chicago Office and Foreign Trade Offices, IBD experts identify specific export opportunities and provide Illinois exporters participating in trade shows and missions with a full range of services, including:

- Pre-show publicity, counseling and coordination of follow-up activities.

- Contacting buyers and distributors in host countries in advance of events.
- Researching key distribution channels.
- Arranging in-country appointments with potential customers.
- Handling trade show exhibit logistics such as space rental, stand assembly, furniture rental and lighting.

Trade missions offer specific access to a market by providing opportunities for establishing new export contacts. In planning trade missions, the IBD arranges individual appointments for Illinois business groups with potential agents, distributors and government officials according to the needs of the business groups and the nature of the marketplace.

Catalog Shows

Catalog shows highlight the products of targeted Illinois companies via catalog presentations by IBD staff to potential international buyers.

Exporters themselves need not be present. Held annually across the world, catalog

shows provide Illinois companies with a cost-effective means of gaining market exposure to foreign agents and distributors interested in representing U.S. manufacturers. DCCA's catalog shows focus on

specific geographic regions overseas and features products with high market potential in those areas.

Trade Lead Program

Trade leads are made available to Illinois businesses by the IBD's automated trade-lead matching computer program, "ExPro" (Export Trade Management System). ExPro utilizes U.S. Department of Commerce databases and other resources to identify trade leads. Databases are updated weekly to ensure access to the most current trade lead information possible.

Illinois Export Alliance

DCCA's IBD has formed alliances with various private sector service providers whose fields of specialization range from management consulting to freight-forwarding. Working on a pro bono basis, these service

firms provide Illinois companies with technical information as well as answers to specific questions about exporting their products.

Overseas Export Assistance: Foreign Trade Offices

DCCA's IBD maintains a network of Foreign Trade Offices that assist Illinois companies in their overseas marketing efforts by:

- Identifying export opportunities, trade leads and business partners in targeted industries.
- Assisting trade associations in planning and executing trade missions and in participation in trade shows.
- Providing information on key markets and applicable product standards.
- Maintaining and updating databases of agents and



distributors in leading markets and industries.

- Providing introductions to business contacts, potential agents and distributors.
- Identifying appropriate local counterparts for targeted trade associations.
- Serving as a liaison to appropriate U.S. and foreign commercial service posts.



Foreign Trade Offices

For more information on these programs contact:

Illinois Department of Commerce and Community Affairs

International Business Division
100 West Randolph Street
Suite 3-400
Chicago, Illinois 60601
Phone: 312/814-7164
Telefax: 312/814-6581
TDD: 800/419-0667

State of Illinois European Office
28-30 Boulevard de la Cambre, Bte 2
1050 Brussels, Belgium
Phone: 011-322-646-5730
Telefax: 011-322-646-5511

State of Illinois Far East Office
22nd Floor, Zoroastrian Building
101 Leighton Road
Causeway Bay, Hong Kong
Phone: 011-852-2544-3863
Telefax: 011-852-2543-6246

State of Illinois North Asia Office
Crest Terrace Ichigaya
2-1 Ichigaya Sadohara-cho
Shinjuku-ku, Tokyo 162 Japan
Phone: 011-81-3-3-268-8011
Telefax: 011-81-3-3-268-8700

State of Illinois Mexico Office
Paseo de La Reforma 164-1er Piso
Col. Juarez
06600 Mexico D.F.
Phone: 011-525-747-8190/8191
Telefax: 011-525-747-8197

State of Illinois Hungary Office
East-West Business Center
Rakoczi ut 1-3, 7th Floor
1088 Budapest, Hungary
Phone: 011-36-1-266-5140
Telefax: 011-36-1-266-9661

State of Illinois Poland Office
Chmielna 8,
Rooms 309, 310
00-950 Warsaw, Poland
Phone: 011-48-22-275961
Telefax: 011-48-3-912-0266

Export Financing

DCCA, working with the Illinois Development Finance Authority, makes available a specialized program to help Illinois companies meet their export financing needs.

City/State Program of the Export-Import Bank of the United States (Eximbank)

The City/State Program of the Export-Import Bank of the United States (Eximbank) provides banks with Eximbank guarantees on short-term working capital loans to qualified Illinois exporters. The program is aimed at small and midsize manufacturing firms, and minority and agricultural businesses. Funds can be used to purchase raw materials; finished products and materials; and products, services and labor used to produce goods or services for export.

For more information on this program contact any of the following:

ITCs, listed on page 4.

Illinois Department of Commerce and Community Affairs
International Business Division
100 West Randolph Street
Suite 3-400
Chicago, Illinois 60601
Phone: 312/814-7164
Telefax: 312/814-6581
TDD: 800/419-0667

Illinois Development Finance Authority
5310 Sears Tower
Chicago, Illinois 60606
Phone: 312/793-5586
Telefax: 312/793-6347

Illinois Development Finance Authority
400 East DeYoung
Suite 5; P.O. Box 397
Marion, Illinois 62959
Phone: 618/997-6318
Telefax: 618/997-6042

U.S. Export Assistance Center
55 West Monroe
Suite 2440
Chicago, Illinois 60603
Phone: 312/353-8040
Telefax: 312/353-8098
TDD: 800/833-8723

DCCA also makes available a variety of financial programs which may be of assistance to export-

related businesses. For more information on these programs contact:

Illinois Department of Commerce and Community Affairs
Bureau of Business Development; Loan Administration Division
620 East Adams Street
Springfield, Illinois 62701
Phone: 217/782-3891
Telefax: 217/785-6328
TDD: 800/785-6055

Conferences and Seminars

DCCA and the IBD co-sponsor conferences and seminars annually on a variety of export-related topics. These programs serve as

springboards to encourage more businesses to become active in exports and also provide current exporters with up-to-the-minute information about exporting and related topics. Networking receptions, workshops and panel discussions are featured at the events. These events as well as trade conferences, trade shows, trade missions and catalog shows are highlighted in IBD's quarterly newsletter, *Trade Leader*.

For current schedules of programs and conferences contact DCCA's International Business Division in Chicago.



If no TDD numbers is listed, the hearing impaired may use the State TDD Relay, 800/526-0844.



Illinois Department of Commerce and Community Affairs is the lead state agency responsible for improving the competitiveness of Illinois in the global economy resulting in prosperous, growing industries, rising real incomes, and high quality jobs. We, the DCCA Team, provide information, assistance and advocacy to facilitate and advance the economic development process in partnership with Illinois' communities, business, and our network of public and private service providers.

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